

Approved
10-10-16

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WRAC-TV, Raleigh, NC	Date: 10/10/2016
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I, **Buying Time, LLC**

do hereby request station time concerning the following issue:

Human Rights Campaign and Equality North Carolina ANTI-HB2
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		AS ORDERED			

This broadcast time will be used by: Human Rights Campaign and Equality North Carolina

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"
☒ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

House Bill 2

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Equality, NC
1840 Rhode Island Ave, NW
Washington, DC 20035
Pg Box 28768
Raleigh, NC 27611

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Equality, NC
Chris Sgo - Exec Director
Shawn Long - Director of Operations
Significant Treasurer
Chad G. Pfen - Pres
Ana M. COO

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

Station has determined that this issue is of national importance

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished
by (name and address):

HRC
1840 Rhode Island Ave NW
Washington, DC 20036 202-628-4160

and you are authorized to announce the time as paid for by such person or entity
(hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of
directors below (or attach separately):

Jim Rineford - treasurer
Chad Griffin - President
Ana Ma - COO

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

10/10/2016

Date



Signature

(202)965-5066

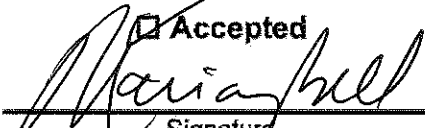
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected



Signature


Marian Bell

Printed Name

Sales Mktg

Title

Director
10/10/2016


10/10/16

CONTRACT

WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

And:

Buying Time
P.O. Box 40181
Washington, DC 20016-0181

<u>Contract / Revision</u> 168470 /		<u>Alt Order #</u> 08413365
<u>Product</u> HUMAN RIGHTS 10/11		
<u>Contract Dates</u> 10/11/16 - 10/17/16		<u>Estimate #</u> 5164
<u>Advertiser</u> Human Rights Campaign and Equality NC		<u>Original Date / Revision</u> 10/10/16 / 10/10/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
<u>Agency Code</u>	<u>Advertiser Code</u> 446	<u>Product 1/2</u> 450
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	10/14/16	10/14/16	Today Show III	10-11a		:30				NM	1	\$900.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	----1--				1	\$900.00				
N 2	WRAL	10/14/16	10/14/16	Doctors	2p-3p		:30				NM	1	\$450.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	----1--				1	\$450.00				
N 3	WRAL	10/14/16	10/14/16	WRAL 6p News	6p-6:30p		:30				NM	1	\$4,000.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	----1--				1	\$4,000.00				
N 4	WRAL	10/17/16	10/17/16	Days of Our Lives	1p-2p		:30				NM	1	\$1,000.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	1-----				1	\$1,000.00				
N 5	WRAL	10/17/16	10/17/16	WRAL Noon News	12-1p		:30				NM	1	\$1,000.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	1-----				1	\$1,000.00				
N 6	WRAL	10/17/16	10/17/16	Dr. Phil	3-4p		:30				NM	1	\$900.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	1-----				1	\$900.00				
N 7	WRAL	10/17/16	10/17/16	WRAL 5p News	5-530p		:30				NM	1	\$2,700.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	1-----				1	\$2,700.00				
N 8	WRAL	10/17/16	10/17/16	Today Show II	9a-10a		:30				NM	1	\$1,200.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL
2619 Western Blvd.
Raleigh, NC 27606
(919)890-6000

<u>Contract / Revision</u>	<u>Alt Order #</u>
168470 /	08413365

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/11/16 - 10/17/16	HUMAN RIGHTS 10/11	5164

<u>Advertiser</u>	<u>Original Date / Revision</u>
Human Rights Campaign	10/10/16 / 10/10/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/17/16	10/23/16	1-----				1	\$1,200.00				
N 9	WRAL	10/15/16	10/15/16	WRAL News 6a-8a	6a-8a		:30				NM	1	\$700.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$700.00				
N 10	WRAL	10/15/16	10/15/16	WRAL SAT 7-730p News	7p-730p		:30				NM	1	\$450.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1-				1	\$450.00				
N 11	WRAL	10/16/16	10/16/16	WRAL SUN 6p News	6p-630p		:30				NM	1	\$1,600.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$1,600.00				
N 12	WRAL	10/16/16	10/16/16	WRAL News Sunday	7a-9a		:30				NM	1	\$750.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$750.00				
N 13	WRAL	10/16/16	10/16/16	Sunday Today	9-10a		:30				NM	1	\$1,600.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-----1				1	\$1,600.00				
N 14	WRAL	10/13/16	10/13/16	Days of Our Lives	1p-2p		:30				NM	1	\$1,000.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---1---				1	\$1,000.00				
N 15	WRAL	10/13/16	10/13/16	WRAL 4p News	4-5p		:30				NM	1	\$900.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---1---				1	\$900.00				
N 16	WRAL	10/13/16	10/13/16	WRAL 530p News	530-6p		:30				NM	1	\$3,000.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---1---				1	\$3,000.00				
N 17	WRAL	10/13/16	10/13/16	WRAL AM News 6-7a	6a-7a		:30				NM	1	\$2,200.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	---1---				1	\$2,200.00				
N 18	WRAL	10/11/16	10/11/16	Today Show III	10-11a		:30				NM	1	\$900.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$900.00				
N 19	WRAL	10/11/16	10/11/16	Late News	11-1135p		:30				NM	1	\$2,800.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$2,800.00				
N 20	WRAL	10/11/16	10/11/16	Doctors	2p-3p		:30				NM	1	\$450.00
		Q4 ISSUE CARD V10.5											

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168470 /	08413365

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10/11/16 - 10/17/16	HUMAN RIGHTS 10/11	5164

<u>Advertiser</u>	<u>Original Date / Revision</u>
Human Rights Campaign	10/10/16 / 10/10/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$450.00				
N 21	WRAL	10/11/16	10/11/16	Dr. Phil	3-4p		:30				NM	1	\$900.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$900.00				
N 22	WRAL	10/11/16	10/11/16	WRAL 4p News	4-5p		:30				NM	1	\$900.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	-1-----				1	\$900.00				
N 23	WRAL	10/12/16	10/12/16	WRAL Noon News	12-1p		:30				NM	1	\$1,000.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--1----				1	\$1,000.00				
N 24	WRAL	10/12/16	10/12/16	WRAL 5p News	5-530p		:30				NM	1	\$2,700.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--1----				1	\$2,700.00				
N 25	WRAL	10/12/16	10/12/16	Today Show II	9a-10a		:30				NM	1	\$1,200.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--1----				1	\$1,200.00				
N 26	WRAL	10/12/16	10/12/16	Days of Our Lives	1p-2p		:30				NM	1	\$1,000.00
		Q4 ISSUE CARD V10.5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/10/16	10/16/16	--1----				1	\$1,000.00				
Totals								0.00				26	\$36,200.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/17/16	26	\$36,200.00	(\$5,430.00)	\$30,770.00
Totals	26	\$36,200.00	(\$5,430.00)	\$30,770.00

Signature: _____ **Date:** _____

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